

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *board gender*, *board activity*, *political connection*, dan *military experience* terhadap reputasi perusahaan. Metode penelitian yang digunakan dalam penelitian ini adalah metode deskriptif dengan pendekatan kuantitatif. Jenis data yang digunakan adalah data sekunder dari laporan tahunan perusahaan yang terdaftar di Bursa Efek Indonesia. Populasi dalam penelitian ini adalah perusahaan-perusahaan yang masuk dalam daftar peringkat *Indonesia's Top 100 Most Valuable Brand* untuk tahun 2014, 2015 dan 2016. Metode penarikan sampel menggunakan teknik *purposive sampling* dengan total sampel sebanyak 223 observasi. *Board gender* perusahaan diproyeksikan oleh direktur utama wanita dan dewan komisaris wanita sedangkan reputasi perusahaan diukur dengan *brand value* yang diambil dari Majalah SWA. Teknik analisis regresi linier berganda digunakan untuk menganalisis apakah *board gender*, *board activity*, *political connection*, dan *military experience* berpengaruh terhadap reputasi perusahaan. Hasil dari penelitian ini menunjukkan bahwa *board activity*, *political connection* berpengaruh signifikan secara positif terhadap reputasi perusahaan. *Military experience* berpengaruh signifikan secara negatif terhadap reputasi perusahaan. Namun, *board gender* tidak berpengaruh secara signifikan terhadap reputasi perusahaan.

Kata kunci: Dewan Komisaris Wanita, Direktur Utama Wanita, Koneksi Politik, Militer, Rapat Dewan, Reputasi Perusahaan.

Abstract

This study aims to determine the effect of board gender, board activity, political connection, and military experience to the corporate reputation. The research method used is descriptive method with quantitative approach. The type of data used is secondary data from annual reports of companies which listed on the Indonesian Stock Exchange (BEI). The population in this study are companies which listed in Indonesia's Top 100 Most Valuable Brand rankings from SWA magazine for the year 2014, 2015 and 2016. Purposive sampling is used to determine the sample with a total of 223 firm-year observations. The board gender is projected by women director and women commissioners. The Brand Value of companies is used to design a corporate reputation measure were obtained from SWA Magazine. Multiple linear regression analysis techniques were performed to analyze whether board gender, board activity, political connection, and military experience are associated with corporate reputation. The results of this study indicate that board activity and political connection have a positive effect to the corporate reputation. Military experience has a negative effect to the corporate reputation. However, board gender does not have a significant effect to the corporate reputation.

Keywords: Board Commissioners of Women, Board Meeting, Corporate Reputation, Military Experience, Political Connection, Women Director.